

## AMERICA'S FIRST MEXICAN TRADE.

English Merchants Can't Compete  
With the Lively Hustlers  
Nearer By.

### ST. LOUIS HAS ENTERPRISE.

Advertising Done by Firms Here  
Brings Good Returns in the  
Neighboring Republic—  
Business Growing.

The Republic Bureau,  
11th St. and Pennsylvania Ave.,  
Washington, Jan. 18.—The firms which the  
United States are making in supplying  
Mexico with articles which it imports  
from foreign countries are sharply called  
to attention of English manufacturers  
and exporters by the British Consul at the  
City of Mexico, who, in his report on the  
trade of Mexico for the year 1901, says:  
"Fifty years ago, and even less than  
that, the trade of Mexico was  
carried on by British houses, the heads of  
many of them having retired on a fair  
little fortune. As late as 1872-73 the British  
trade with Mexico was in a fair, flourish-  
ing condition, but from the date of the  
opening of the Mexican Central and Mex-  
ican National railways the American man-  
ufacturers have yearly increased their trade  
with this country."

"To-day the British trade is confined to  
a few agencies (there being no important  
commercial establishment), who, by means  
of samples and catalogues, undertake the  
execution of orders. Some of these agents  
are persons who, being unacquainted with  
the country or with the customs, find it  
very difficult to do business with the peo-  
ple. There are, however, a few who are  
active, and, by accommodating themselves  
to their surroundings, can get good orders  
for the firms they represent. The example  
of these few might serve as an incentive to  
others."

"Some of the large houses in Manchester,  
Birmingham and other centers often em-  
ploy commercial travelers, who make peri-  
odical visits to this country, and who can  
always count on their usual customers for  
orders. Other houses send out representa-  
tives, frequently foreigners, who, in many  
cases, are unacquainted with the country,  
language, the people and their customs,  
and, after a short stay, during which they  
are unable to get any orders, they return  
home disgusted."

**Americans Are Good Adventurers.**  
"Another reason why the American capi-  
talist is readier to invest in Mexico is that  
enterprising firms of St. Louis, Mo., and  
Dallas, Tex., issue monthly pamphlets in  
Spanish and English, containing short no-  
tices about the principal towns of Mexico  
and giving information about new enter-  
prises and the establishment of new fac-  
tories, as well as other information about  
the country."

"There are certain points, however, that  
have been very much overlooked by the  
greater part of the British traders and  
manufacturers in their dealings with Mex-  
ico, their lack of knowledge of the Mexican  
tariff being very noticeable."

"Still another point that deserves the at-  
tention of the British trader in general is  
the failure to give estimates of descrip-  
tions when asked for. In such cases an or-  
der may depend upon a full and intelligible  
description being given to the customer in  
the weights and measures of the metrical  
system that is now so universally ac-  
cepted."

"As mentioned on former occasions, an  
institution like the Army and Navy or  
civil-service stores, where goods of purely  
British manufacture could be obtained,  
would certainly be the best means of ad-  
vancing British trade in the Mexican States;  
but, owing to the smallness of the knowl-  
edge of trade with a knowledge of the lan-  
guage, people and customs of this country,  
one of the principal objects of such an  
establishment would be to have always on  
hand an assortment of merchandise superi-  
or to what is found in the Mexican States;  
especially in locks, bolts, hinges, etc., and  
all kinds of hardware, as what is obtainable  
at present is of German make and of a  
very inferior quality."

**Englishmen Must Change Methods.**  
"These same firms of the Army and Navy  
branch of commerce, and if the matter were  
properly taken up by a number of British  
manufacturers, could easily afford to support an establish-  
ment of the kind mentioned, they could,  
by perseverance, succeed in making it a  
very worthy and profitable enterprise."

"To show that this is possible, a similar  
case may be quoted. An American firm  
some three or four years ago established  
a small office to represent one or two of  
the prominent firms in the Mexican States;  
it is now in treaty to undertake the repre-  
sentation of over eighty different manu-  
facturing establishments. If this is possible  
for American merchants, now is the time  
for the British manufacturer to come for-  
ward and do the same, but, in order to  
compete with Mexico's Northern neighbor,  
he must change his old methods."

### OBJECTED TO PAPER MONEY.

Ohio Boards of Health Declare  
That It Should Be Retired.

Columbus, O., Jan. 18.—The State and  
local boards of health, before concluding  
their annual session, adopted a resolution  
declaring against the continued use of pa-  
per money after it has become soiled from  
constant handling.

The matter was brought before the con-  
vention by Doctor Thomas Clarke of Mas-  
sillon. He said that the paper currency of  
the country, after it has been in use long  
enough to become dirty, is one of the most  
profitable sources of disease, and one of the  
most dangerous carriers of bacilli in ex-  
istence.

As soon as a bill becomes soiled suffi-  
ciently to form hiding places for germ life  
it should be promptly recalled by the Govern-  
ment, and a new bill issued in its stead.  
The officials of the association will recom-  
mend this action to the Treasury Depart-  
ment.

**BLACK AND RICH**  
Is the Way Postum Coffee Should Be.

A liquid food that will help a person  
break a bad habit is worth knowing of. The  
President of the W. C. T. U., who naturally does  
not want her name given, writes as follows:  
"Whenever I was obliged to go without  
coffee for breakfast a dull, distracting head-  
ache would come over me, the nerves were  
cracking, and I was really, the nerves were  
crying out for their accustomed stimulant.  
At evening, when I was tired and weary,  
I experienced that I must refrain from coffee  
or pass a sleepless night. In the summer  
of 1900, while visiting a physician and his  
wife I was served with a most excellent  
coffee at their dining and elegant table,  
and, upon inquiry, discovered that this  
charming beverage was Postum Food Coffee,  
and that the family had been greatly  
benefitted by leaving off coffee and using  
Postum."

It was so in love with it, and so pleased  
with the glimpse of freedom from my one  
bondage of habit and so thoroughly con-  
vinced that I ought to break with my  
captain, that I began to use Postum Food  
Coffee, and I continued it ever since, now  
more than a year."

"I don't know what such headache is now,  
and my nerves are steady, but I feel better  
generally eight hours regularly. I  
used to become bilious frequently and re-  
quire physic, now seldom ever have that  
experience."

"I have learned that long boiling is abso-  
lutely essential to make it clear, bright and rich as  
Mocha and Java blend. Please withhold  
my name, but you may use the letter for  
the good it may do."

## Big Clothing Bargains.

The last week of the Clearing Sale is working wonders in Young  
Men's, Boys' and Children's Clothing.

**Mainly 3-piece Vest Suits and Norfolk Jacket and Pants.**  
Ages 3 to 10 Years.—In all-wool Scotch Mixtures—a well-made and perfect fitting  
garment in variety of colorings—our standard \$5.00 suits—reduced  
for Monday's Clearing Sale to, a suit..... **\$3.95**

**A Nobby 3-piece Vest Suit.**  
Ages 3 to 10 Years.—Made of fine Imported Cheviot and  
Tweeds—a strictly first-class up-to-date suit for the  
little man—our pride for \$6.95—reduced  
for Monday's Clearing Sale to, a suit..... **\$4.95**

**\$10.00 Long-Pant Suit for \$6.00.**  
Made of all-wool Cheviot—a good, strong and very ser-  
viceable suit—all well lined and trimmed throughout  
—to close out quickly we offer at Mon-  
day's Clearing Sale for..... **\$6.00**

**\$15.00 Long-Pant Suit for \$10.00.**  
Of fine imported fancy Worsteds, Cassimeres and Cheviots  
—these suits are up to  
date in every particular  
for style, fit and work-  
manship they cannot  
be excelled; your op-  
portunity to buy a first-  
class suit at low prices  
—for Monday's Clear-  
ing Sale **\$10.00**  
they go for.....

### Reefers and Box Overcoats

For the Little Fellows.

Ages 3 to 7.

All our \$3.00 and \$3.50

Coats reduced to..... **\$3.95**

All our \$3.00 and \$3.50

Coats reduced to..... **\$5.00**

All our \$3.00 and \$3.50

Coats reduced to..... **\$2.95**

These Coats are this season's

swellest styles, made of

fine quality Kerseys,

Prizes and Astrachan;

colors, blue, brown, tan

and Oxford; all have the

round velvet collar, and are

made to button close to

neck. Here's your chance

to buy a swell coat for little

money.

**Young Men's Over-**

**coats.**

Sizes 32 to 38 Chest.

\$15.00 and \$18.00 Overcoats

reduced to..... **\$10.00**

\$10.00 and \$12.00 Overcoats

reduced to..... **\$7.95**

Boys' Overcoats, sizes 5 to

14 years;

\$7.50 Overcoats

reduced to..... **\$5.00**

**White Goods**

A large lot of Checked

Nankos and Stripes

75-yard—worth..... **5c**

Real French Organdies,

42-in. wide—worth..... **20c**

Very fine quality English

Long Cloth, in 12-yard

pieces—worth..... **\$1.43**

English Lace-Striped Lawns

and Madras-effect Muslins

—worth..... **19c**

**Linens**

Satin Damask Bleached

Irish Dinner Napkins

worth..... **\$1.35**

22-inch Bleached Satin

Damask, Scotch Table

pieces—worth..... **85c**

22-inch Napkins to match—

worth..... **\$2.50**

22-inch heavy quality Irish

Cream Damask—worth

..... **55c**

Satin Damask Bleached

Irish Dinner Napkins—

worth..... **\$1.35**

**Men's**

**Gloves 10c.**

Men's 25c quality

Fleeced Jersey

Gloves, Black Seal

and Navy, war-

ranted fast colors.

**WHITELAW REID**

**IS "SPECIAL ENVOY."**

Other Americans Appointed to At-

tend King's Coronation Will Be

Attached to His Mission.

**HE ALONE TAKES PRECEDENCE.**

All Will Attend Great Function,

but Only Mr. and Mrs. Reid

Will Be Invited to

State Banquet.

**SPECIAL BY CABLE.**

London, Jan. 18.—A great deal of interest

has been aroused in London over President

Roosevelt's announcement of his intention

to send a special envoy to London to re-

present the United States at the coronation,

and many people have been wondering what

position Mr. Whitelaw Reid and his mission

will occupy at all the great ceremonies.

It may not be known generally that only

one person is a "special envoy" that, of

course, in this case, being Mr. Reid. All

the other gentlemen coming with him will

appear only as attached to his mission, the

same as the secretaries.

With regard to the coronation ceremony

itself, only the special envoy, Mr. Whitelaw

## Another Busy Week in Our Great Cloak and Suit Room.

Closing out of all Winter Goods at most irresistibly low prices. It will positively be like finding money to any one  
securing such goods as these at the prices put upon them—Swell Long Garments, Handsome Automobile Coats, Fine Box Coats, Capes, Waists, Suits,  
Skirts and Children's Garments.

### Final Reductions on Everything.

The following few items will give you some idea of the enormous reductions we have made.

#### Ladies' Raglans.

Lot Ladies' Stylish Raglan Coats, made in  
latest cut and shape, of fine Meltons and  
Kersey Cloths; some half lined and some all  
lined with satin; former prices \$15.00 to  
\$20.00 each; all to go at..... **\$8.95**

#### Swell Long Coats.

Lot about 100 Ladies' Fine Long Garments,  
all the very most choice of the season's  
fashionable wraps, dressy and beautiful,  
rich linings, finest fabrics; tans, castors,  
gray melton—choice colors; three-quarter  
and full length styles; garments that we  
have sold all season at from \$35.00, \$37.50,  
\$38.50 and \$40.00 each. This  
week your choice for..... **\$19.75**

#### 34-Length Garments.

Lot Swell Three-Quarter Length Loose-  
fitting Garments in Oxford gray cloth, with  
a lot of fine stitching and all-satin lined  
throughout; large cuffs, etc.; regular price  
\$14.75 to \$18.50. All to be  
sold at..... **\$9.00**

Lot Fine Three-Quarter Length Garments,  
swellest of the season's productions; for-  
merly were \$23.50, \$25.00, \$27.50, \$29.75  
and \$30.00 each. All to go at..... **\$15.00**

#### Ladies' Jackets.

Like Finding Money.—We offer in three lots

Ladies' Fine Box Coats, all finely lined in

good satin and all latest styles; black, tan

or castor colors.

Lot No. 1—Fine \$8.50 and \$10.00

Jackets for..... **\$5.00**

Lot No. 2—Fine \$11.50 and \$12.00

Jackets for..... **\$7.50**

Lot No. 3—Fine \$12.75 and \$15.00

Jackets for..... **\$8.95**

**Ladies' Capes.**

Lot Fine Kersey Cloth Capes in tan, red or

castor colors, with large, fine plaid silk

lined golf hoods; beauties; were \$6.50 each;

former prices \$10.00, \$12.50, \$15.00 and \$16.75 each.

All to be closed out at..... **\$4.50**

Lot Capes—Swell, Dressy, Long Capes of

Velvet—Camel's Hair, Broadcloth, Kersey

Cloth, etc., with real Persian Lamb and

Black Marton Fur Trimmings; most superb

garment for elderly ladies.

\$27.50 and \$30.00 Capes

for..... **\$35.00**

\$27.50 and \$30.00 Capes

for..... **\$25.00**

\$35.00 Capes

for..... **\$22.50**

**Walking Suits.**

Lot Ladies' Fine

Tailor-Made

Walking Suits—

Norfolk, Fly-

Front, Eton and

Tight-Fitting

styles—practical,

best made, best

fitting suits you

ever saw; formerly

were \$16.75, \$17.50,

\$17.75 and \$20.00

each. Now take

your choice at

apiece..... **\$12.50**

**A Great Sale**

**of Sheets and Pillow Cases**

**READY MADE.**

Something prepared for months ago by im-

mense purchases for cash whenever we found

the market a little off. These are the best

goods, but not branded, because the makers

would not consent to have their high-grade

brands sold so cheaply.

Therefore We Sell the Goods

Strictly on Their Own Merits.

Take notice that these sheets and cases

are torn, not cut, consequently the hems are

straight and perfect.

**Pillow Cases.**

42x36 in. 12½c

44x36 in. 13c

46x36 in. 13½c

48x36 in. 14c

50x36 in. 14½c

52x36 in. 15c

54x36 in. 15½c

56x36 in. 16c

58x36 in. 16½c

60x36 in. 17c

62x36 in. 17½c

64x36 in. 18c

66x36 in. 18½c

68x36 in. 19c

70x36 in. 19½c

72x36 in. 20c

74x36 in. 20½c

76x36 in. 21c

78x36 in. 21½c

80x36 in. 22c

82x36 in. 22½c

84x36 in. 23c

86x36 in. 23½c

88x36 in. 24c